

REMARKS

Applicants are amending claims 1, 10, 14, 16, 17, 19, 20, 22 and 26. Claims 1, 4-10, 12-20, and 22-33 are pending in this application.

Applicants respectfully traverse the rejection of claims 1-4, 6-10, 12, 14, 15, 19-28, and 30-33 under 35 U.S.C. § 103(a) as unpatentable over WO 99/26415 ("*Bar-El*") in view of U.S. Patent No. 6,177,931 to Alexander et al. ("*Alexander et al.*").

Claims 1, 4, 6-10, 12, 14, 15, 19-28, and 30-33, as amended, are allowable over *Bar-El* at least because it would not have been obvious for one of ordinary skill to obtain, from a combination of *Bar-El* and *Alexander et al.*, a teaching or suggestion of each and every element of independent claims 1, 10, 19, 20, 22, and 26, from which claims 4, 6-9, 12, 14, 15, 21, 23-25, 27, 28, and 30-33 depend. Even the combination of teachings from *Bar-El* and *Alexander et al.* that is suggested by the Examiner fails to include a data transmission method comprising, inter alia, "processing the first output content data, based on the command data and based on the complementary data, to generate second output content data; and outputting the second output content data to a monitor," as recited in claim 1.

Bar-El discloses a "video server 11" that transmits requested video sequences along with video parameters and personalized data to a "user computer 12" (page 7, lines 10-12). An individual "personalization module 62" residing in the "user computer 12" creates personalized videos therefrom (page 17, lines 4-13). "[A] scheduler 42 provides an image selection signal to [a] storage unit 38 which furnishes [a] selected image to [an] image adapter 40. At the same time, the scheduler 42 provides a location signal to the image adapter 40 to indicate onto which section of the surface . . . to implant the selected image" (page 15, lines 1-5). "Image adapter 40 transforms the flat

selected image into one with the perspective of the current frame” (page 15, lines 7-9).

“Mixer 44 mixes the adapted image produced by frame adapter 40 with the current frame of the video stream to create one frame (“a personalized frame”) of a personalized video stream” (page 15, lines 22-24). “The user computer 12 also includes a pointing device 16 . . . with which the user can point to objects on the screen” (page 9, lines 1-3). “Mixer 44 also transmits the name associated with the implanted image and some indication of its location in the frame” (page 16, lines 11-12). “The indication can be used by the video unit 14 (Fig. 1) to determine whether or not the user has indicated the implanted image with his pointing device 16” (page 16, lines 19-21). “If the user, once he views the personalized video, indicates the implanted image using pointing device 16, video unit 14 can transmit an indication of this fact, including the name associated with the object, to the video server 11. The video server 11 typically responds to the user’s request and the user identifier 20 (Fig. 2) uses this information to update the user’s profile” (page 9, lines 10-14).

The Examiner appears to rely on the personalized video stream of *Bar-El* as allegedly constituting the “first output content data” recited in claim 1. See, e.g., the Examiner’s argument in the final Office Action at page 3, end of paragraph 1 (“mixer 44 can replace the original frame data with the image data or it can blend the two, or it can perform any desired other mixing operation”).

However, *Bar-El* does not teach or suggest “incorporating the complementary data into the first output content data, according to commands of the command data, to generate second output content data,” as recited in claim 1 (emphasis added). For example, there is not any “complementary data” that is incorporated into the

personalized video stream of *Bar-El*, as required by claim 1. *Bar-El* is therefore also necessarily silent as to any “command data” such that complementary data is incorporated into the personalized video stream “according to commands of the command data,” as required by claim 1.

The Examiner points out, “mixer 44 also transmits the name associated with the implanted image and some indication of its location in the frame” (Final Office Action, page 4, paragraph 1). However, transmitting the name and location of the implanted image does not constitute “incorporating” any “complementary data” into the personalized video stream, as required by claim 1. Furthermore, transmitting the name/location of the implanted image cannot constitute incorporating complementary data into the personalized video stream “according to commands of the command data,” as required by claim 1. Thus, *Bar-El* fails to teach or suggest “incorporating the complementary data into the first output content data, according to commands of the command data, to generate second output content data,” as recited in claim 1.

Moreover, *Bar-El* fails to teach or suggest “outputting the second output content data to a monitor,” as recited in claim 1 (emphasis added).

The Examiner alleges, “[t]he claimed outputting the second output content data is met by monitor 28” (Final Office Action, page 4, end of paragraph 1). To allegedly find the “second output content data” recited in claim 1, the Examiner appears to rely on the name and location of the implanted image of *Bar-El*, which are transmitted by mixer (44) (Final Office Action, page 4, paragraph 1). However, the name and location of the implanted image of *Bar-El* are not “outputt[ed] . . . to a monitor,” as required by claim 1. For example, there is not any teaching or suggestion in *Bar-El* of outputting the name or

the location to monitor (28). The location, for example, is “used by the video unit 14 . . . to determine whether or not the user has indicated the implanted image with his pointing device 16” (page 16, lines 19-21; emphasis added). As shown in Figure 6 of *Bar-El*, the video unit (14) is separate and distinct from the monitor (28).

Alexander et al. does not make up for the deficiencies of *Bar-El*. The Examiner only relies on *Alexander et al.* to allegedly teach performing processing steps “without requiring any transmission to the transmitter” (Final Office Action, page 4, paragraph 2). *Alexander et al.* is silent as to “incorporating the complementary data into the first output content data, according to commands of the command data,” as required by claim 1 (emphasis added). *Alexander et al.* is also silent as to “outputting the second output content data to a monitor,” as recited in claim 1 (emphasis added).

Thus, the Examiner’s proposed combination of *Bar-El* and *Alexander et al.* fails to teach or suggest all of the elements recited in claim 1. Furthermore, the Examiner has not identified any reason why one of ordinary skill would otherwise modify *Bar-El* and *Alexander et al.*, either alone or in combination, to obtain all of the elements recited in claim 1. Since *Bar-El* and *Alexander et al.* do not render obvious the method recited in claim 1, claim 1 is allowable over *Bar-El* and *Alexander et al.*

Independent claims 10, 19, 20, 22, and 26 are allowable over *Bar-El* and *Alexander et al.* for reasons similar to those explained above in relation to claim 1. Thus, because claims 6-9 depend from claim 1; claims 12, 14, and 15 depend from claim 10; claim 21 depends from claim 20; claims 23-25 depend from claim 22; and claims 27, 28, and 30-33 depend from claim 26, claims 1-4, 6-10, 12, 14, 15, 19-28, and

30-33 should be allowed over *Bar-El* and *Alexander et al.* and this rejection should be withdrawn.

Applicants respectfully traverse the rejection of claims 16-18 under 35 U.S.C. § 103(a) as unpatentable over *Bar-El* in view of *Alexander et al.*, and further in view of U.S. Patent Application Publication No. 2003/0133043 to Carr ("*Carr*"). Independent claim 16 is allowable over *Bar-El* and *Alexander et al.* for reasons similar to those explained above in relation to claim 1.

Carr does not make up for the deficiencies of *Bar-El* and *Alexander et al.* The Examiner only relies on *Carr* to allegedly teach that "receivers 16, which may include set-top boxes, personal computers, or other types of systems (§ [0014]), may use software stored in a removable recording medium as stated below" (Final Office Action, page 11, paragraph 4). Thus, claim 16 and claims 17 and 18, which depend therefrom, should be allowed over *Bar-El*, *Alexander et al.*, and *Carr*.

Applicants respectfully traverse the rejection of claims 5, 13, and 29 under 35 U.S.C. § 103(a) as unpatentable over *Bar-El* in view of *Alexander et al.*, and further in view of U.S. Patent No. 6,425,825 to Sitrick ("*Sitrick*"). Claims 5, 13, and 29 depend from claims 1, 10, and 26, respectively, and *Sitrick* does not make up for the deficiencies of *Bar-El* and *Alexander et al.* in relation to claims 1, 10, and 26. The Examiner only relies on *Sitrick* to allegedly teach "a system and methodology where replacement predefined character images and existing game display functions . . . may be utilized in association with predefined game character and game display functions" (Final Office Action, page 13, paragraph 4). Thus, claims 5, 13, and 29 should be allowed over *Bar-El*, *Alexander et al.*, and *Sitrick*.

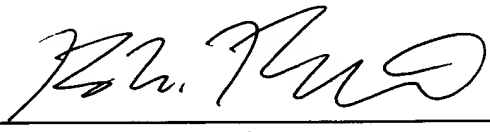
In view of the foregoing amendments and remarks, Applicants respectfully request reconsideration of this application and the timely allowance of the pending claims.

Please grant any extensions of time required to enter this response and charge any additional required fees to Deposit Account No. 06-0916.

Respectfully submitted,

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